FIGURE 1
(PRIOR ART)

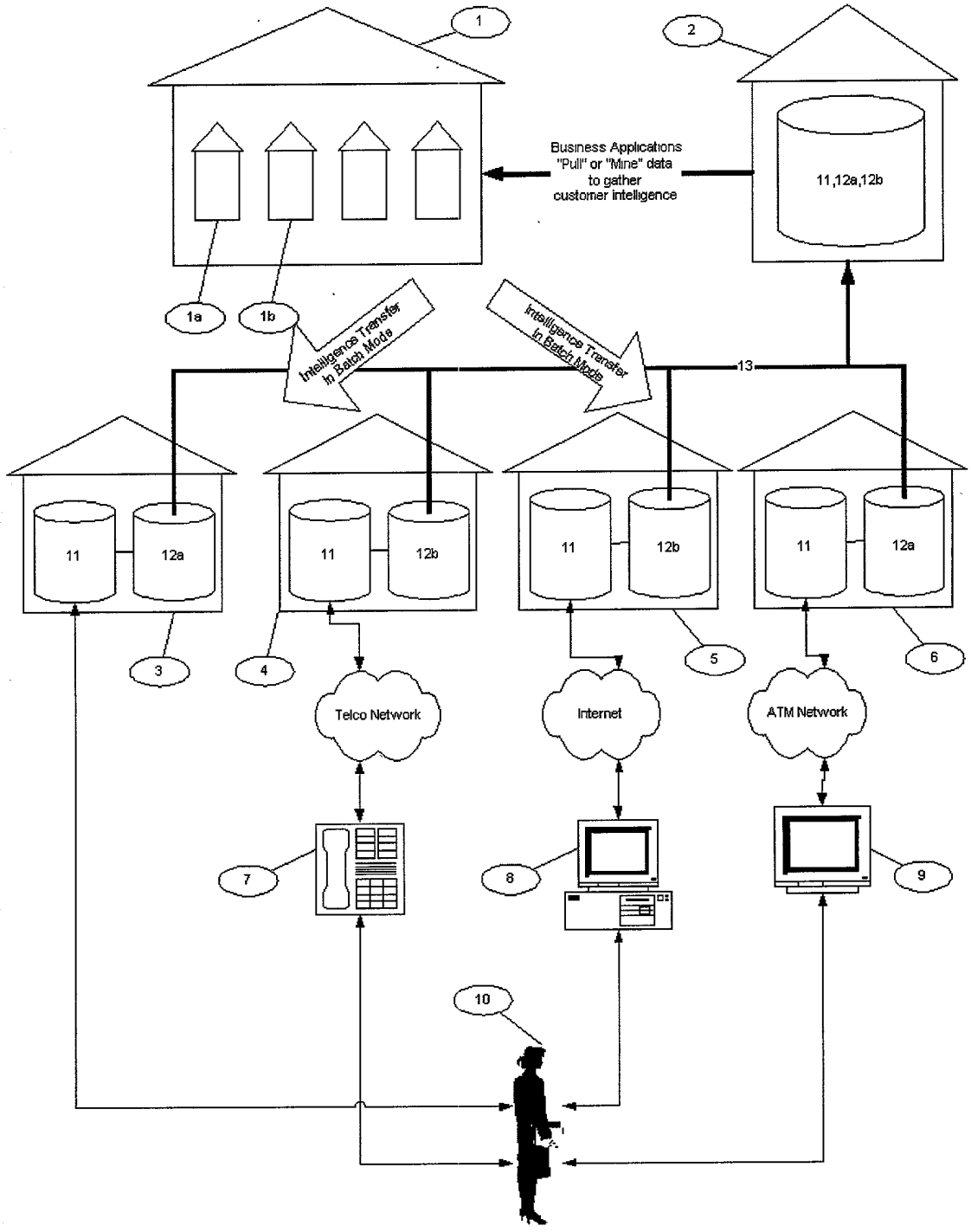


FIGURE 2

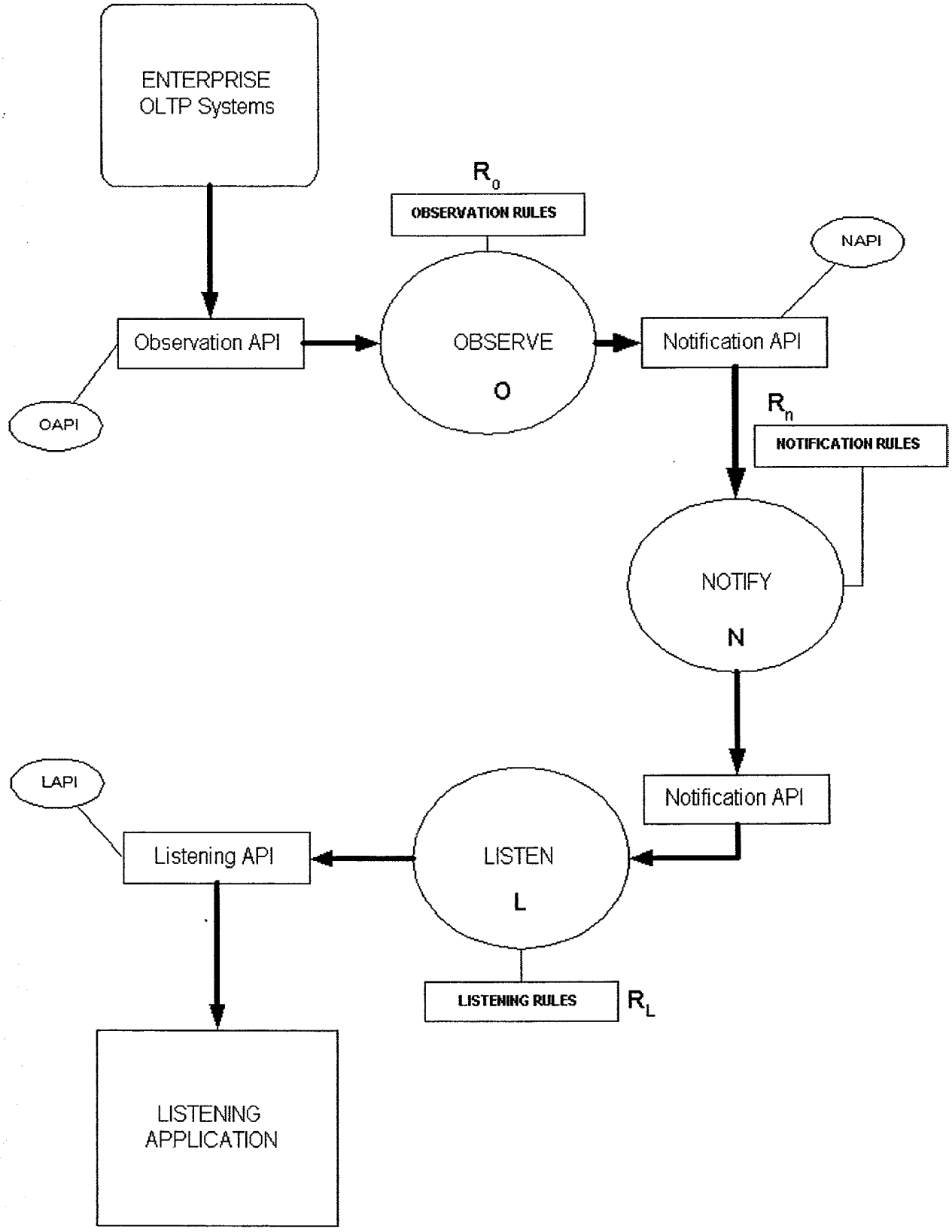

ENTERPRISE
OLTP Systems
R_0
OBSERVATION RULES
NAPI
Observation API
OBSERVE
O
Notification API
OAPI
R_n
NOTIFICATION RULES
NOTIFY
N
LAPI
Notification API
Listening API
LISTEN
L
LISTENING RULES
R_L
LISTENING
APPLICATION

FIGURE 3

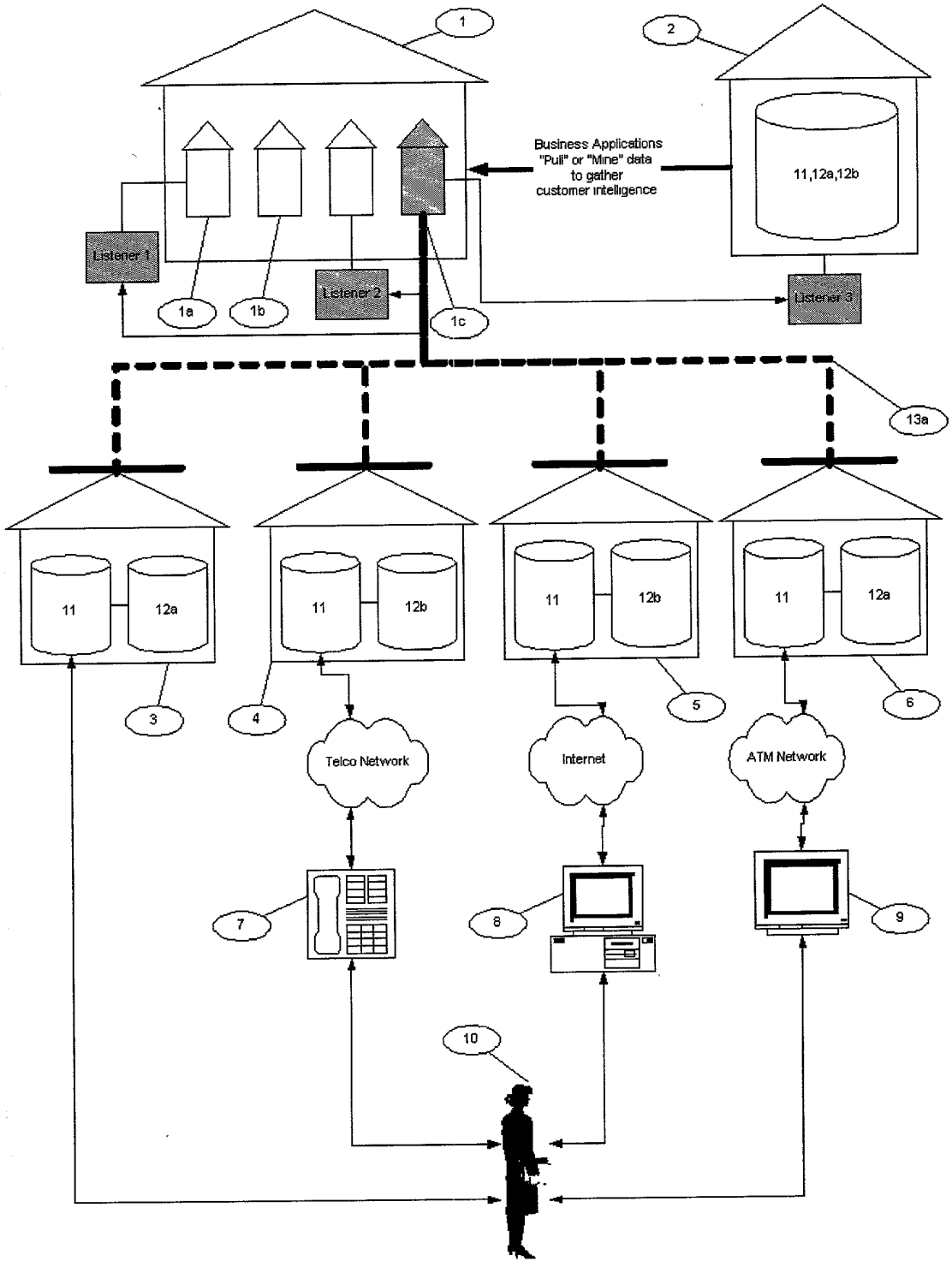

1
2
Business Applications
"Pull" or "Mine" data
to gather
customer intelligence
11,12a,12b
Listener 1
Listener 2
Listener 3
1a
1b
1c
13a
11
12a
11
12b
11
12b
11
12a
3
4
5
6
Telco Network
Internet
ATM Network
7
8
9
10

FIGURE 4

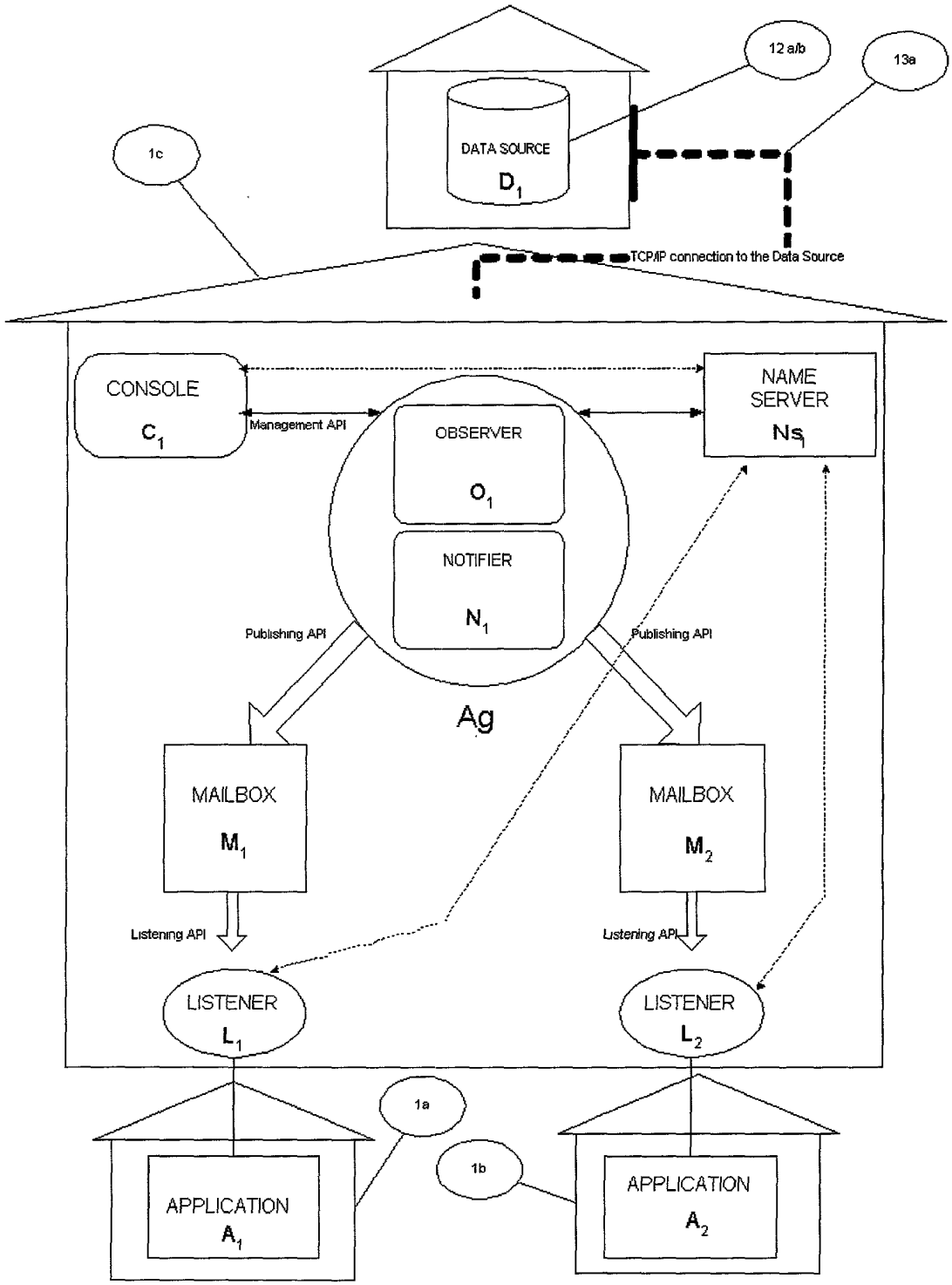

12 a/b
13a
1c
DATA SOURCE
D_1
TCP/IP connection to the Data Source
CONSOLE
C_1
Management API
NAME SERVER
Ns_1
OBSERVER
O_1
NOTIFIER
N_1
Publishing API
Publishing API
Ag
MAILBOX
M_1
MAILBOX
M_2
Listening API
Listening API
LISTENER
L_1
LISTENER
L_2
1a
1b
APPLICATION
A_1
APPLICATION
A_2

FIGURE 5

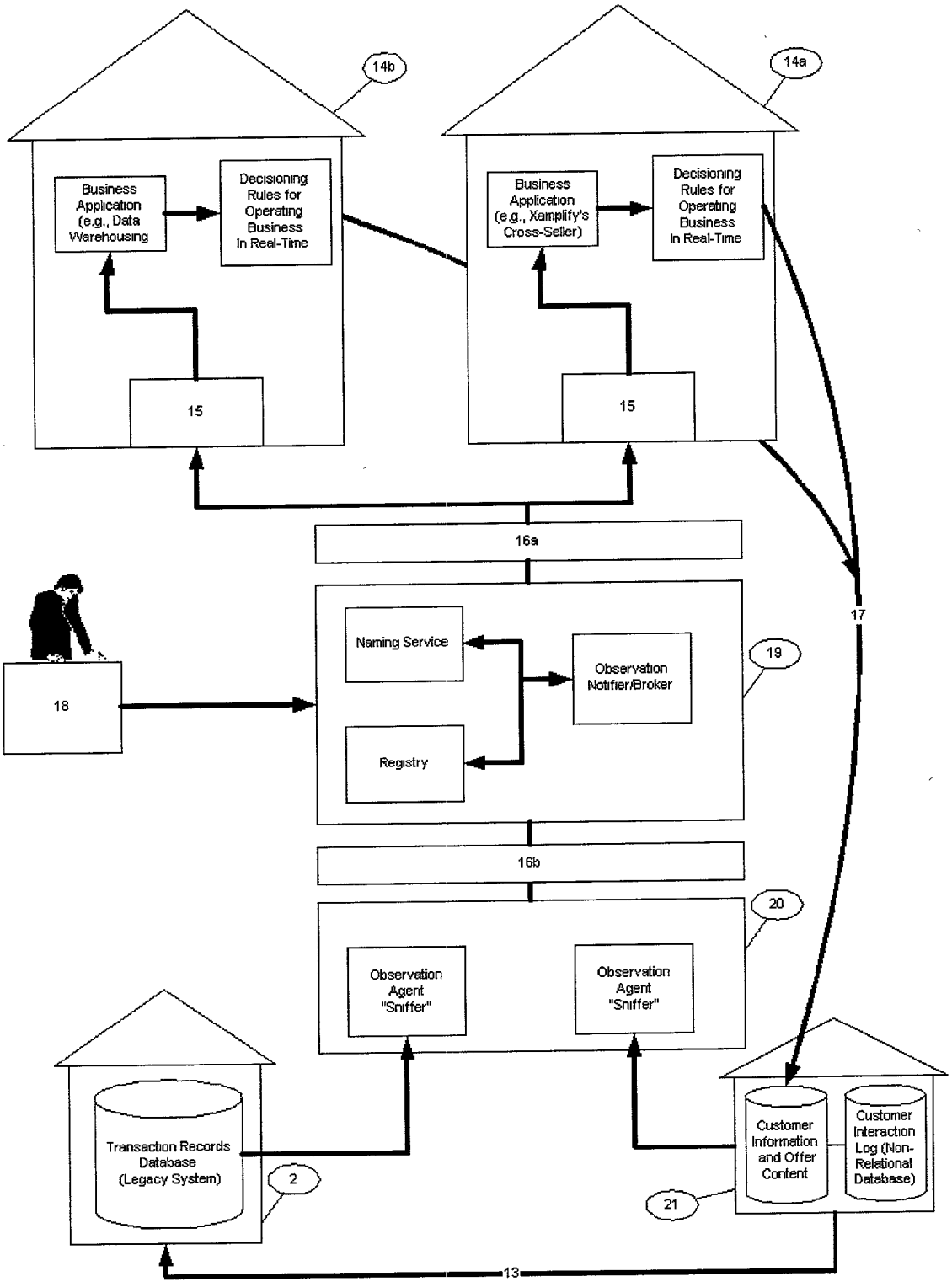

14b
14a
Business Application (e.g., Data Warehousing
Decisioning Rules for Operating Business In Real-Time
Business Application (e.g., Xamplify's Cross-Seller)
Decisioning Rules for Operating Business In Real-Time
15
15
16a
17
18
Naming Service
Observation Notifier/Broker
19
Registry
16b
20
Observation Agent "Sniffer"
Observation Agent "Sniffer"
Transaction Records Database (Legacy System)
2
Customer Information and Offer Content
Customer Interaction Log (Non-Relational Database)
21
13

Fig 6a: Add Observation General

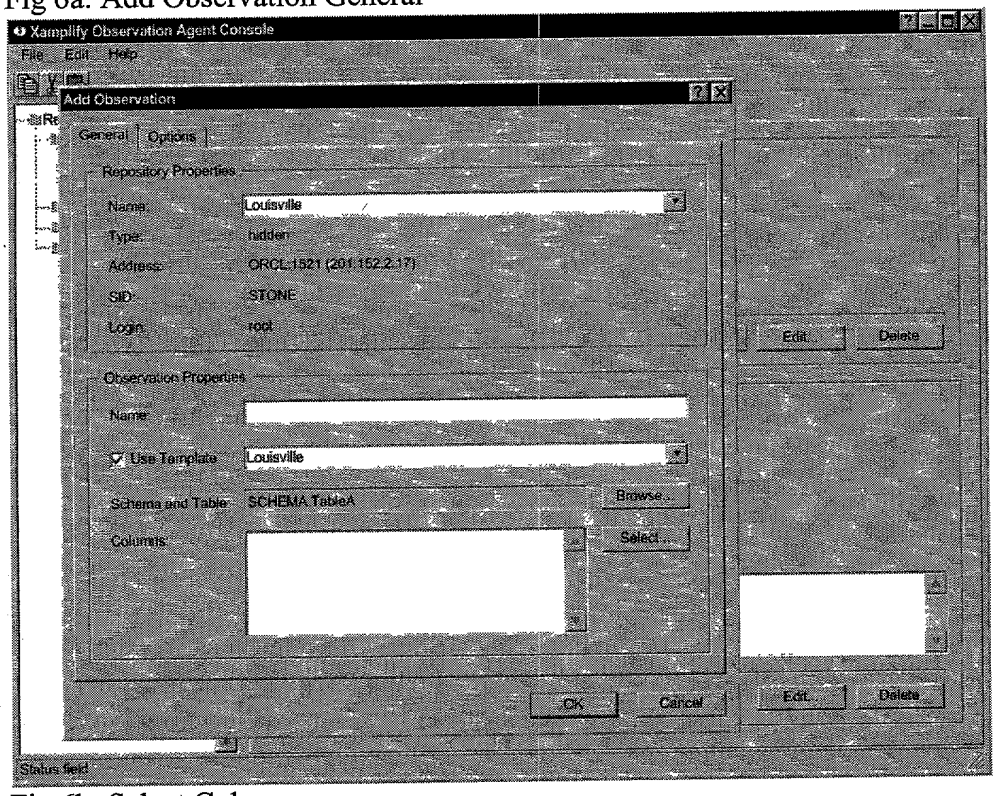


Fig 6b: Select Columns:

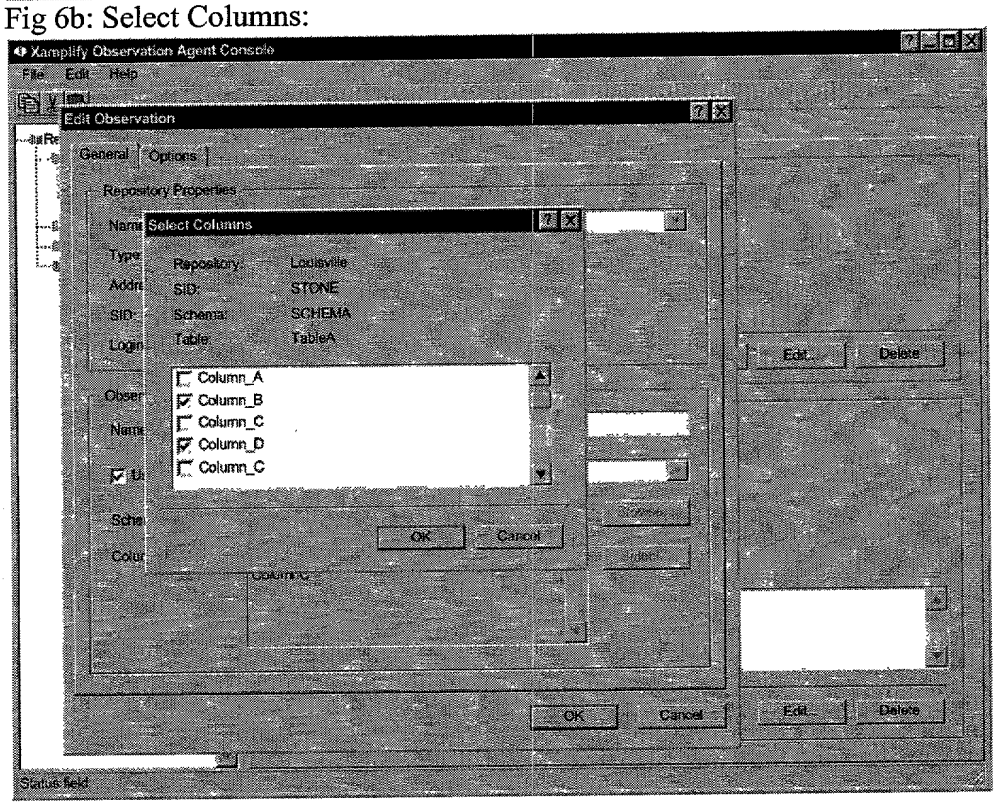


Figure 7a: Edit Observation - General

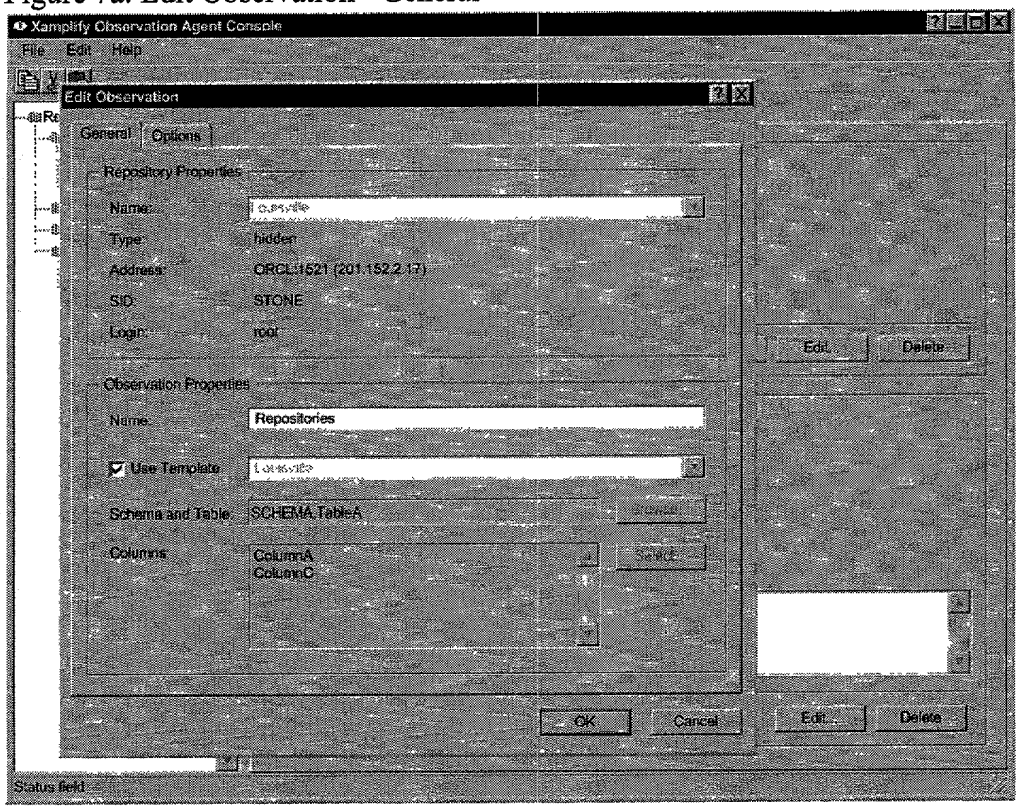
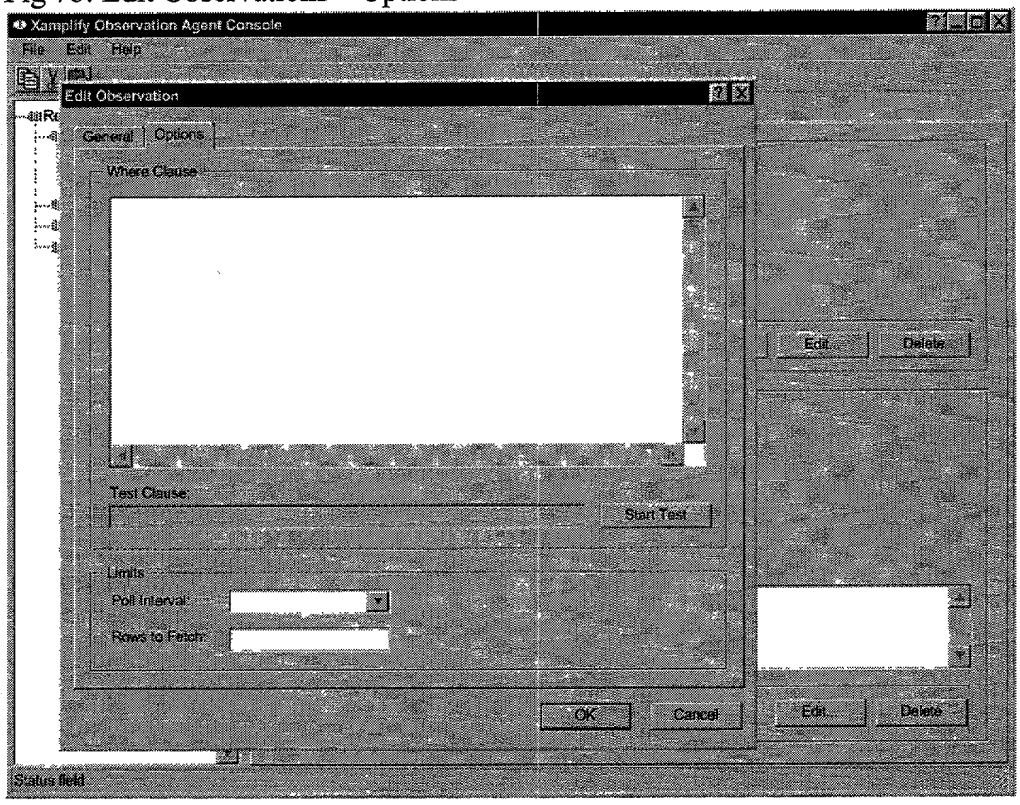


Fig 7b: Edit Observations – Options



20030304-10-3804-1

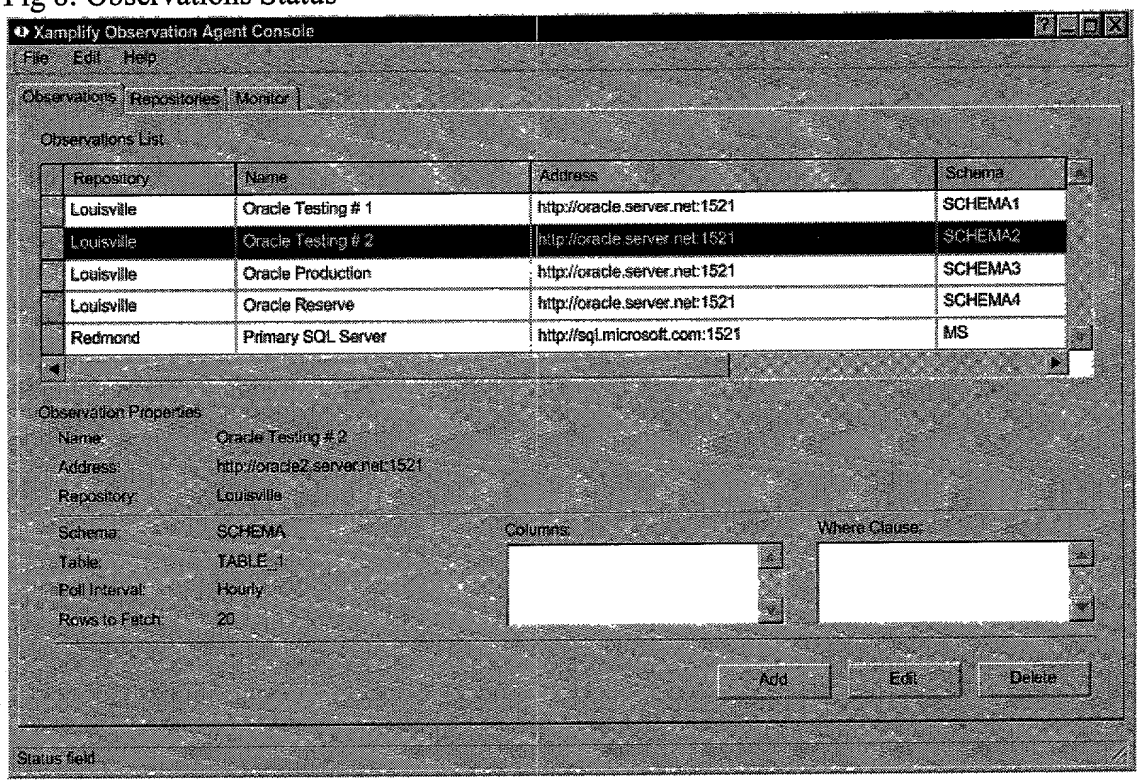



Fig 8: Observations Status